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ABSTRACT

Designed for use by teachers and students of business communication, writers working in business, and librarians in academic, business, and public libraries, this annotated bibliography lists more than 800 books and articles published from 1967 to 1977. It includes entries on the writing of business letters, memos, reports, employee publications, resumes, and direct mail, as well as items concerning the teaching of written business communication. A subject index is also provided. (FL)

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WRITTEN COMMUNICATION IN BUSINESS: A Selective Bibliography, 1967-1977

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INTRODUCTION

This bibliography is designed for use by teachers and students of business communication, writers working in business, and librarians in academic, business, and public libraries. *Written Communication in Business* lists over 800 books and articles published from 1967 through 1977. For a majority of entries it includes an annotation which describes the contents of the publication cited. A subject index enables those interested in specific topics to identify publications in their areas of interest.

Materials on the writing of business letters, memos, reports, employee publications, resumes, and direct mail have all been included, in addition to publications on the teaching of written business communication. The bibliography does not consider materials which focus mainly on word processing, technical writing, advertising other than direct mail, public relations, or the job search. News articles of an ephemeral nature and scholarly dissertations and theses have also been excluded.

Such sources as *Books in Print*, the *National Union Catalog*, the *Library of Congress Catalog*, *Business Periodicals Index*, and the ABI/Inform data base were all searched in the compilation of the bibliography.

We hope that *Written Communication in Business* will be a useful tool for all those interested in business communication.

—M.A.B.
—J.D.S.

ABOUT THE AUTHORS

▪ **Mary Ann Bowman** teaches in the Department of Communication Arts and Sciences at Western Michigan University. She earned an M.L.S. in Library Science from UCLA and an M.A. in Communication from Western Michigan University. Her previous publications include *Western Mysticism: A Guide to the Basic Works.* Bowman has also been a faculty member at the University of Illinois—Urbana-Champaign, the University of Florida, Austin Peay State University, and Trinity University in San Antonio.

▪ **Joan Stamas** is a cataloger at the University of Illinois--Urbana-Champaign Library. She earned both an M.A. in Latin and an M.L.S. in Library Science from the University of Illinois at Urbana-Champaign. Her publications include contributions to the bibliography series of the Council of Planning Librarians.

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Abranovic, Wynn A. "Poe Numbers Revisited," *The ABCA Bulletin*, Vol. 38, No. 2, June 1975, pp. 34-36.

The use of Poe numbers in evaluating written communication.

Adelstein, Michael E. *Contemporary Business Writing*. New York: Random House, 1971. xvi, 365 p.

Focuses on the art of writing.

Adler, Kenneth R. *Pathway to Your Future: The Job Resume and Letter of Application*. Cambridge, MA: Bellman, 1971. 33 p.

Includes sample resumes and bibliography.

Alarik, G. SEE Bachie, R. A.

Albrecht, Karl G. "Five Ways to Short-Circuit Your Communication," *Supervisory Management*, Vol. 19, No. 6, 1974, pp. 2-7.

Tips for managers on avoiding semantic problems.

Alderson, John W. "Determining the Effects of Order of Presentation in Special Request Letters," *The Journal of Business Communication*, Vol. 7, No. 3, Spring 1970, pp. 31-40.

Order of presentation has little effect on response obtained.

——— and Robert D. Hay. "The Effect of Order of Information in a Questionnaire Cover Letter Situation," *The Journal of Business Communication*, Vol. 13, No. 2, Winter 1976, pp. 11-15.

Order of information showed no relationship to the letter's effectiveness.

Alexander, Milton J. "Managerial Information Channels: A Systems Model," *The Journal of Business Communication*, Vol. 9, No. 4, Summer 1972, pp. 5-11.

Includes discussion of input and feedback with some reference to written communication.

Allred, Hilda F. "The Campus Environment and Report Writing," *The ABCA Bulletin*, Vol. 39, No. 2, June 1976, pp. 20-23.

Discussion of campus problems can be used successfully to motivate good report writing.

Almaney, Adnan. "The Effect of Message Treatment on Feedback in Business Communication," *The Journal of Business Communication*, Vol. 9, No. 3, Spring 1972, pp. 19-23.

An experiment using adjustment letters indicates that messages containing good news and positive treatment bring the most favorable response.

Almaney, Adnan. "Predicting Message Effect in Written Communications: The Need for Theoretical Formulations," *The Journal of Business Communication*, Vol. 8, No. 2, Winter 1971, pp. 27-33.

Suggests how to predict the effect a message will have on its receiver.

Alred, Gerald T. SEE Brusaw, Charles T.

American Business Communication Association. Ad Hoc Committee. "Student Evaluation of the Basic Course in Business Communication," *The Journal of Business Communication*, Vol. 12, No. 4, Summer 1975, pp. 17-24.

Student evaluations indicate that changes need to be made in course content and classroom procedure.

———. Research Committee. *Guidelines for Research in Business Communication*. Urbana, IL: ABCA, 1977. 96 p.

Committee report of ABCA's 1976 Research Committee. The overall plan of the guidelines is to offer assistance in 1) planning and conducting research, 2) analyzing research data, and 3) reporting research findings.

Ames, Ruth Pearson. SEE Archer, Robert M.

Anastasi, Thomas E. *Desk Guide to Communication*. Reading, MA: Addison-Wesley, 1974. xii, 309 p.

Includes some discussion of written communication.

Anderson, Richard C. *Communication: The Vital Artery*. Los Gatos, CA: Correlan Publications, 1973. vii, 75 p.

Aimed at the practicing manager and includes a chapter on written communication.

Andrews, Clarence A. *Technical and Business Writing*. Boston: Houghton-Mifflin, 1975. 243 p.

Emphasizes technical writing.

Angel, Juvenal Londono. *Specialized Resumes for Executives and Professionals*. New York: Regents, 1967. 160 p.

Includes guides to professional directories and services.

———. *Why and How to Prepare an Effective Job Resume*. New York: World Trade Academy Press, 1972. 5th ed., 506 p.

Sample resumes arranged by occupations and specialized groups.

Archer, Robert M. and Ruth Pearson Ames. *Basic Business Communications*. Englewood Cliffs, NJ: Prentice-Hall, 1971. viii, 408 p.

Includes letters and reports.

Arnold, Vanessa Dean and Mosetta S. Soskis. "We Regret to Inform You: News of Nonappointment," *The ABCA Bulletin*, Vol. 40, No. 2, June 1977, pp. 37-38.

Presents a "bad-news strategy" for making rejection letters as positive as possible.

Ashby, Nadine T. SEE Baker, William H.

Aurner, Robert R. and Paul S. Burtness. *Effective English for Business Communications*. Cincinnati: South-Western, 1970. viii, 680 p.

Intended to develop skills in spoken and written English.

———. SEE Wolf, Morris Philip

Avett, Elizabeth Maynard. *Today's Business Letter Writing*. Englewood Cliffs, NJ: Prentice-Hall, 1977. xi, 194 p.

Bachle, R. A. and G. Alerik. "Results-Producing Direct Mail," *Bankers Monthly*, Vol. 85, August 1968, pp. 44-45.

Advice on postal advantages, follow-up mailings, and the best time to mail.

Bachman, Lois J. "Let Them Write," *The ABCA Bulletin*, Vol. 38, No. 2, June 1975, pp. 14-17.

Community college teacher insists that her "underachievers" write as much as possible.

Bachrach, Hank. "Energy Crisis: A Challenge to Communicators," *IABC News*, Vol. 3, No. 6, December 1973, pp. 1, 5.

Company publications urge elimination of waste of fuel and energy.

Baim, Joseph. "In-House Training in Report Writing: A Collaborative Approach," *The ABCA Bulletin*, Vol. 40, No. 4, December 1977, pp. 5-8.

Describes five elements to consider in construction of a successful in-house writing course.

Baker, William H. "My Favorite Assignment: Short Analysis Report," *The ABCA Bulletin*, Vol. 40, No. 2, June 1977, pp. 34-36.

Example of an assignment in writing a short analysis report.

——— and Nadine T. Ashby. "Teaching Business Writing by the Spiral Method," *The Journal of Business Communication*, Vol. 14, No. 3, Spring 1977, pp. 13-21.

Describes advantages of the "spiral" method.

Balachandran, Sarojini. *Employee Communication: A Bibliography*. Urbana, IL: American Business Communication Association, 1976. 56 p.

Balassi, Eileen Costello. "Changing Concepts in Business Communications," *The Journal of Business Communication*, Vol. 10, No. 4, Summer 1973, pp. 25-32.

Includes suggestions on teaching letter writing.

Bale, John T. and Harold A. Coonrad. "Simulation and Business Communication," *The Journal of Business Communication*, Vol. 7, No. 3, Spring 1970, pp. 5-12.

Discusses how management games are used to motivate students in a business writing course.

Balsley, Howard L. SEE Clover, Vernon T.

Barr, Doris Wilson. *Effective English for the Career Student*. Belmont, CA: Wadsworth, 1971. 194 p.

———. *Writing, Listening, Speaking for Business and Professional Students*. Belmont, CA: Wadsworth, 1972. 370 p.

Includes casebook on twenty business and professional fields.

Barry, Robert E. *Business English for the 70s: A Textworkbook*. Englewood Cliffs, NJ: Prentice-Hall, 1975. 2nd ed., xiv, 386 p.

Basic English skills presented with work sheets.

Batchelor, Ruth G. "Reilly and Greer, Inc.: A Report Problem," *The ABCA Bulletin*, Vol. 32, No. 1, May 1969, pp. 14-16.

Class assignment in writing a memorandum report.

Bateman, David N. "The Employees' Right to Know the Issues and the Corporations' Responsibility to Communicate," *The Journal of Business Communication*, Vol. 14, No. 2, Winter 1977, pp. 3-9.

Most corporations have not accepted their responsibility to communicate with employees. Includes a list of corporation alibis.

———. "Mr. Employer: This is What Your Employees Want to Know and Don't Want to Know," *The ABCA Bulletin*, Vol. 39, No. 1, March 1976, pp. 27-30.

Company communicators need to consider the interests of the recipients of their communications.

Battle, Gerald N. "Direct Mail: A Valid Sales Tool to Boost Bookstore Revenues," *Publishers Weekly*, Vol. 209, February 9, 1976, pp. 73, 76.

Advantages for bookstores, ways to build a mailing list, selection of books to promote, and how to produce a direct-mail package.

Baty, Wayne Murlin. "Using the Critique as a Report-Writing Assignment," *The ABCA Bulletin*, Vol. 37, No. 1, March 1974, pp. 20-22.

Describes a successful report-writing assignment using an evaluation of a term paper.

———. SEE Himstreet, William C.

"Be Communicators," *IABC News*, Vol. 3, No. 2, August 1973, p. 8.

Business writers must be more than editors.

Beard, Richard L. "Toward a Broader View of Business Communication," *The Journal of Business Communication*, Vol. 5, No. 1, Fall 1967, pp. 31-36.

Stresses the importance of a broad communication program that will overlap with social sciences and humanities, since business students will eventualiy be in charge of the functioning of the socio-cultural system.

Beelick, Delbert. "Can Effective Communication Be Less Difficult?" *The ABCA Bulletin*, Vol. 35, No. 2, September 1972, pp. 25-26.

Research findings on attitude and behavioral change may provide means to make effective communication easier.

Bellenger, Danny N. and Jack N. Pingry. "Direct-Mail Advertising for Retail Stores," *Journal of Advertising Research*, Vol. 17, June 1977, pp. 35-39.

Results of a study based on data provided by a large retailer in the southeastern U.S. to determine the effectiveness of a direct-mail campaign.

Belohov, James, Paul Popp, and Michael Porte. "Communication: A View from Inside Business," *The Journal of Business Communication*, Vol. 11, No. 4, Summer 1974, pp. 53-59.

Ninety-two percent of respondents to a questionnaire directed inside business believed graduate communication courses are beneficial to executives.

Bennett, James C. "The Communication Needs of Business Executives," *The Journal of Business Communication*, Vol. 8, No. 3, Spring 1971, pp. 5-11.

A good college course in business communication is essential to those seeking management positions.

Bensahel, Jane G. "Choosing the Right Medium for Your Message," *International Management*, Vol. 31, May 1976, pp. 38-40.

When to use written messages and when to use other kinds.

Berenson, Conrad and Raymond Colton. *Research and Report Writing for Business and Economics*. New York: Random House, 1971. x, 182 p.

Style and research principles for those in business and those doing business research.

Bergin, Francis J. *Practical Communication*. London: Pitman, 1976. vii, 153 p.

Includes a chapter on written and graphic communication.

Bernstein, Lesley, "How to Right a Report," *Business Management* (London), Vol. 98, September 1968, pp. 46-48.

Practical guidelines for report writing.

Biegeleisen, Jacob Israel. *Job Resumes: How to Write Them, How to Present Them*. New York: Grosset & Dunlap, 1969. 96 p.

"Bilingual Communication Helps," *IABC News*, Vol. 3, No. 9, March 1974, p. 7.

Many employee publications are now being offered in several languages.

Blagdon, Charles and Lucian Spataro. "Organization Communications," *The ABCA Bulletin*, Vol. 36, No. 3, September 1973, pp. 12-27.

Outlines barriers to business communication and includes a bibliography.

Blicq, Ron S. *On the Move: Communications for Employees*. Englewood Cliffs, NJ: Prentice-Hall, 1976. ix, 259 p.

Written and oral communication presented with the theme of career movement.

Blumenthal, Lassor A. *Successful Business Writing: How to Write Effective Letters, Proposals, Resumes, Speeches*. New York: Grosset & Dunlap, 1976. 112 p.

Boll, Carl R. "Do's and Don'ts of Executive Resumes," *Dun's Review*, Vol. 95, February 1970, pp. 47-48.

Suggests that the resume should be the last step in the job-hunting process.

Bonner, William H. *Better Business Writing*. Homewood, IL: Irwin, 1974. xiii, 468 p.

Includes letters and reports, with some discussion of oral communication.

Boris, Edna Z. "Pairing of Business Communication and Word Processing Classes," *The ABCA Bulletin*, Vol. 39, No. 3, September 1976, p. 6.

Simulation method used to the benefit of both classes.

Bostwick, Burdette E. *Resume Writing: A Comprehensive How-to-do-it Guide*. New York: Wiley, 1976. x, 213 p.

Bovee, Courtland L. *Better Business Writing for Bigger Profits*. New York: Exposition, 1970. 238 p.

Twenty-seven articles by a variety of authors on letters and memorandums.

———. *Business Writing Workshop: A Study Guide of Readings and Exercises*. Dubuque, IA: Kendall/Hunt, 1976. vii, 225 p.

Collection of 41 writings by a variety of authors.

———. *Techniques of Writing Business Letters, Memos, and Reports*. San Diego: Grossmont Press, 1974. 80 p.

Bowman, Joel P. "Business Writing and ABCA: Challenge and Opportunity," *The ABCA Bulletin*, Vol. 38, No. 3, September 1975, pp. 22-27.

Author tells of his introduction to business writing and ABCA, his career, and his goals.

———. "Course Description: Persuasive Writing," *The ABCA Bulletin*, Vol. 39, No. 3, September 1976, p. 29.

———. "How to Survive Your First Semester Teaching Business Writing Without Really Trying," *The ABCA Bulletin*, Vol. 35, No. 3, September 1972, pp. 27-30.

———. "Problems of the Grading Differential," *The Journal of Business Communication*, Vol. 11, No. 1, Fall 1973, pp. 22-30.

Suggestions for obtaining some degree of uniformity in grading standards.

——— and Bernadine P. Branchaw. "Getting Them Started: Helpful Handouts," *The ABCA Bulletin*, Vol. 39, No. 3, September 1976, pp. 12-16.

Handouts include syllabus, list of hints and hazards, and letters for analysis.

———. *Understanding and Using Communication in Business*. San Francisco: Canfield, 1977. xii, 275 p.

In addition to letters and reports includes nonverbal, oral, and interpersonal communication.

Bowman, Mary Ann. "Books on Business Writing and Technical Writing in the University of Illinois Library," *The Journal of Business Communication*, Vol. 12, No. 2, Winter 1975, pp. 33-67.

Bibliography of English-language books published between 1950 and 1973.

Boykin, Robert W. *Job Finder Resume Kit: A Complete and Total Resume Service In Workbook Form.* Pittsburgh: Resume Researchers, 1974. 61 p.

Branchaw, Bernadine P. SEE Bowman, Joel P.

Brannen, Ted R. "A Dean's Perception of Business Communications. Symposium: Business Communications in the Business School Today," *The Journal of Business Communication*, Vol. 7, No. 4, Summer 1970, pp. 35-38.

Alumni and business executives rate business communication courses of great importance. Teachers must be concerned with innovative teaching methods and curriculum development.

Braun, Carl F. *Letter Writing in Action.* Alhambra, CA: C. F. Braun, 1973. 6th ed., 151 p.

A group of letters to an industrial organization.

Brennan, Lawrence David, Stanley Strand, and Edward C. Gruber. *Resumes for Better Jobs.* New York: Simon & Schuster, 1973. 187 p.

Britt, Steuart Henderson. "Writing of Readable Research Reports," *Journal of Marketing Research*, Vol. 8, May 1971, pp. 262-266.

Give careful thought to the receivers of your message.

Brock, Luther A. "Business Letters That Aren't All Business," *Supervisory Management*, Vol. 16, April 1971, pp. 7-10.

Pointers to help goodwill letters achieve desired results.

———. "Do Your Memos Confuse or Communicate?" *Supervisory Management*, Vol. 19, September 1974, pp. 18-21.

Tips for writing memos that communicate.

———. "A Few Words About Using Fewer Words: A Plea for Simplicity in Writing Letters," *Trusts and Estates*, Vol. 113, November 1974, pp. 722-723.

Trust and estate executives need to streamline their language and eliminate gobbledygook.

Brock, Luther A. "Give Good News First!" *Office*, Vol. 70, November 1969, p. 76.

Make the first paragraph of your letter a positive statement of good news or direct information.

———. *How to Build Goodwill Through Credit Correspondence.* New York: National Association of Credit Management, 1976. 115 p.

———. *How to Communicate By Letter and Memo.* New York: McGraw-Hill, 1974. 131, 176 p.

A text/workbook.

———. "Make your Collection Letters Persuade—Not Plead," *Credit and Financial Management*, Vol. 70, March 1968, pp. 30-31, 39.

Stresses the importance of the goodwill approach to collections.

———. "The No Letter With the Yes Sound," *Office*, Vol. 69, March 1969, pp. 61-62.

Suggests ways to deemphasize the negative aspect of a letter of refusal or bad news.

Bromage, Mary C. "Bridging the Corporate Communications Gap," *SAM Advanced Management Journal*, Vol. 41, Winter 1976, pp. 44-51.

Compares and contrasts characteristics of technical and managerial writing and suggests ways to improve communication problems between the two.

———. "Defensive Writing," *California Management Review*, Vol. 13, No. 1, Fall 1970, pp. 45-50.

Discusses qualities of clarity, brevity, and directness in business writing.

———. "Gamesmanship in Written Communication," *Management Review*, Vol. 61, April 1972, pp. 10-15.

Use of deliberate obfuscation for office political purposes.

———. "In Justification of Jargon," *Michigan Business Review*, Vol. 20, No. 4, July 1968, pp. 20-23.

Jargon presented positively as a means of economical, precise communication.

———. "Management of Communications," *SAM Advanced Management Journal*, Vol. 38, April 1973, pp. 42-46.

Discusses the problem of and solution for inflation in managerial writing.

———. "The Message and the Medium," *Michigan Business Review*, Vol. 26, No. 3, May 1974, pp. 24-28.

An explanation of the differences between oral and written communication.

Bromage, Mary C. "The Sentence and Its Fight for Survival," *Banking*, Vol. 60, January 1968, pp. 60-62.

Five problem areas which prevent clarity in sentence style.

——— and Bruce A. Nelson. *Cases in Written Communication Two: Michigan Business Cases.* Ann Arbor: University of Michigan Business Research, 1967. ix, 228 p.

Brown, Clement F. "How Not To Write a Business Letter," *Industry Week*, Vol. 174, August 7, 1972, p. 49; *Supervisory Management*, Vol. 17, November 1972, pp. 31-32.

Ten writing rules expressed negatively.

Brown, Leland. "The Challenge of Change," *The Journal of Business Communication*, Vol. 11, No. 3, Spring 1974, pp. 3-7.

Curriculum change and development must be given top priority, and students must be aware of the total process of communication.

———. *Communicating Facts and Ideas in Business.* Englewood Cliffs, NJ: Prentice-Hall, 1970. 2nd ed., xv, 443 p.

Includes letters, reports, and memos, with some oral communication.

———. *Effective Business Report Writing.* Englewood Cliffs, NJ: Prentice-Hall, 1973. 3rd ed., 449 p.

Bruner, Ruth and John Pettit. "An Outline of General Semantics," *The ABCA Bulletin*, Vol. 36, No. 3, September 1973, pp. 2-11.

Includes a bibliography.

Bruno, Sam J. "Effects of Personality Traits on the Perception of Written Mass Communication," *The Journal of Business Communication*, Vol. 9, No. 2, Winter 1972, pp. 25-28.

Examines the effects of personality traits on responses to recruitment advertisements.

———. "A Readability Comparison Between Industrial and Consumer Advertising Copy," *The Journal of Business Communication*, Vol. 11, No. 2, Winter 1974, pp. 32-41.

Industrial ads are more difficult to read and are aimed at an audience with at least some high school education.

Brusaw, Charles T. and Gerald J. Alred. *Practical Writing: Composition for the Business and Technical World.* Boston: Allyn & Bacon, 1973. xiii, 203 p.

Primary focus on the basic writing process.

Brusaw, Charles T., Gerald J. Alred, and Walter E. Oliu. *The Business Writer's Handbook*. New York: St. Martin's Press, 1976. xxx, 575 p.

A comprehensive, practical reference guide.

Buchholz, William J. "The Poetics of Business Writing," *The ABCA Bulletin*, Vol. 39, No. 3, September 1976, pp. 17-20.

Discusses the similarities between business writing and literature.

Bullard, Dwight. "Current Trends in Teaching Business Communication: A Report of Practices in Member Schools of the American Association of Collegiate Schools of Business," *The Journal of Business Communication*, Vol. 9, No. 1, Fall 1971, pp. 27-35.

Includes a summary of such information as course content, objectives, strengths, and weaknesses.

Burger, Robert S. *How to Write So That People Can Understand You*. Wayne, PA: Management Development Institute, 1969. 235 p.

Burrows, Richard C. "Let's Change Our Trust Direct Mail Marketing Approach—And Get With It!" *Trusts and Estates*, Vol. 112, April 1973, pp. 240-241.

The experience of a Ft. Wayne, Indiana bank which decided to personalize direct mail by putting out its own publication.

Burtness, Paul S. SEE Aurner, Robert R.

"The Business Communication Major, Bentley College, Waltham, Massachusetts," *The ABCA Bulletin*, Vol. 40, No. 4, December 1977, p. 28.

A list of required courses for a major at Bentley College, including brief descriptions of several courses.

"Business Letters Don't Have to Be Dreary," *Supervisory Management*, Vol. 12, August 1967, pp. 34-36.

Describes good and bad openings and closings. Condensed from the February 1967 *New Englander*.

Bussell, Rodney L. SEE Slotnick, Henry B.

Butenhoff, Carla. "Bad Writing Can Be Good Business," *The ABCA Bulletin*, Vol. 40, No. 2, June 1977, pp. 12-13.

Comments on the art and politics of memo writing.

Calkins, Ken. "Cognate the Averation Fraught," *The ABCA Bulletin*, Vol. 36, No. 4, December 1973, pp. 14-19.

Includes a discussion of Gunning's ten principles of clear writing.

Campbell, Patty Glover. "The Graduate Communications Course in Business Education," *The ABCA Bulletin*, Vol. 35 No. 1, March 1972, pp. 14-15.

Teachers of graduate-level communication courses should be aware that many of their students will become teachers of the subject.

————. "Written Communication Courses in Two-Year Colleges," *The ABCA Bulletin*, Vol. 35, No. 4, December 1972, pp. 9-12.

Stresses the importance of teacher attitude on learning in two-year colleges.

Campfield, William L. "Primer on Reports That Persuade Managerial Action," *Advanced Management Journal*, Vol. 32, July 1967, pp. 69-73.

Suggests ways to improve report contents, emphasizing need, and includes action programs and timetables.

Capon, Noel and John U. Farley. "Impact of Messages on Direct Mail Response," *Journal of Advertising Research*, Vol. 16, October 1976, pp. 69-75.

Results of a combined field experiment by students at Columbia University and *New York* magazine. Sales response and personal interviews were used to test the impact of alternative sales messages.

"Care and Feeding of Crisis Communication," *IABC News*, Vol. 4, No. 2, August 1974, pp. 1, 5.

Gulf Oil Corporation offers crisis management courses.

Carver, B. E. "Business Communication Individualized: A Different Approach," *The ABCA Bulletin*, Vol. 37, No. 3, September 1974, pp. 22-24.

Teachers should be willing to try different teaching methods. Gives a successful example of the individualized approach.

Casewit, Curtis W. *Strategies for Getting the Job You Want Now: A Job-Hunting System and Resume Guide for U.S. and Overseas Jobs.* New York: Pilot Industries, 1976. 48 p.

Includes chapters on placing an ad, replying to an ad, and writing a resume.

Ceccio, Cathy M. SEE Ceccio, Joseph F.

Ceccio, Joseph F. "Checkmark Grading and the Quarter System," *The ABCA Bulletin*, Vol. 39, No. 3, September 1976, pp. 7-9.

The use of the checkmark grading system at Wright State University. Includes student reaction to the system.

Ceccio, Joseph F. and Cathy M. Ceccio. "My Favorite Assignment: Writing a Persuasive Memorandum," *The ABCA Bulletin*, Vol. 40, No. 2, June 1977, p. 34.

Example of an assignment in writing a persuasive memorandum.

Chandler, Dorothea. "Interview Case," *The ABCA Bulletin*, Vol. 36, No. 4, December 1973, p. 25.

Hints for writing a "thank you for the interview" letter.

———. "Suggestions for Students Interested in Placement," *The ABCA Bulletin*, Vol. 36, No. 4, December 1973, p. 26.

Mentions the necessity of writing a thank you letter after a job interview.

———. "Writing the Post-interview Thank You Letter: Some Suggestions For Students and Other Applications," *The ABCA Bulletin*, Vol. 38, No. 4, December 1975, pp. 11, 26.

Tips on writing this type of letter and the reasons for writing it.

Chapdu, Robert E. "An Outline for a Course in Report Writing for Company Executives," *The ABCA Bulletin*, Vol. 32, No. 1, May 1969, pp. 6-13.

Course for middle and upper management people to keep them up to date with recent MBA graduates.

Charlton, Dick. "Can You Afford Not To Print In House?" *IABC News*, Vol. 3, No. 4, October 1973, p. 8.

Explanation of two developments that have aided in-house printing.

Cheatham, T. Richard. SEE Rosenblatt, S. Bernard

Cherry, Charles L. and George D. Murphy. *Write Up the Ladder: A Common Sense Guide to Better Business Communication*. Pacific Palisades, CA: Goodyear Publishing, 1976. ix, 323 p.

A text/workbook with practical exercises and sample letters.

Christensen, G. Jay. "Data Communications: Rationale for Enrichment in Business Communication," *The Journal of Business Communication*, Vol. 7, No. 4, Summer 1970, pp. 17-24.

Author predicts that within the next 20 years written communications as we know them will disappear.

Clark, Andrew K. "Outlining: A Survey and an Appraisal of the State of the Art," *The ABCA Bulletin*, Vol. 39, No. 3, September 1976, pp. 23-26.

Explains the uses and types of outlines. Includes a bibliography.

Clarke, Peter B. "ABCA and Junior Colleges," *The ABCA Bulletin*, Vol. 33, No. 1, April 1970, pp. 1-2.

The American Business Communication Association should devote more articles to business writing in junior colleges and should encourage more business writing courses on the junior college level.

Clarke, Peter B. "The Bird and the Toilet Bowl: An Assignment," *The ABCA Bulletin*, Vol. 38, No. 3, September 1975, pp. 31, 37.

A successful writing assignment for report writing and technical writing courses.

———. "But I'm an Engineer, Not a Writer!" *The ABCA Bulletin*, Vol. 35, No. 2, June 1972, pp. 13-18.

Cuts in budget require workers to take on new skills.

———. "Modern Kennel Owner: Problem Letters," *The ABCA Bulletin*, Vol. 33, No. 1, April 1970, pp. 25-26.

A student assignment in letter writing.

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†††

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